

Historic, Archive Document

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Showy Oriental Poppies

THE FAMED CURTIS STRAIN

Curtis Giant Flame. Mammoth flowers 11 inches across on 4-foot stems. The flowers are a blazing red.

Curtis Giant Flesh-Pink. The flower is flesh-pink, slightly tinted lavender. Blooms are 9½ inches across on stems 3 feet high.

Curtis Giant Mahogany. Deep ox-blood on mahogany.

Curtis Giant Mulberry. Rich shadings of mulberry, large 8-inch flowers on 3-foot stems.

Curtis Giant Watermelon. Exquisitely textured deep pink flowers 7 inches across.

Price: 3 for \$2.75; \$8.00 per 10.

Recent Novelty Named Varieties

Beauty of Livermore. Favorite dark crimson with black blotch.

Glowing Embers. Deeply crinkled cup-shaped blooms of medium red.

Gold of Ophir. Unusual golden orange; medium height.

Henri Cayeux. Blend of old rose shading to burgundy.

Mrs. Perry. Orange apricot.

Perry's White. Very fine white; medium height.

Purity. Clear soft pink.

Salmon Glow. Finest double salmon-orange. 8 inches across.

Sass Pink. Light flesh-pink.

Price: 3 for \$1.95; \$5.50 per 10.

Add 10% for postage on Poppies.



LOVELY NEW DAY LILIES

(Hemerocallis)

These colorful plants are perhaps the easiest to grow of any plant, and fill the garden with color throughout the growing season.

GROUP A

	Each
Amaryllis. Golden orange	\$0.75
Beacon. Large golden yellow75
Bagdad. Orange with yellow throat75
Golden Dream. Very deep golden orange75
Hyperion. Soft lemon-yellow. Large75
Golden Imperial. Large golden yellow, flaring blossoms.75

COLLECTION: 1 each of above 6 varieties, \$4.00, postpaid.

GROUP B

	Each
Aline Russell. Bright red with yellow blotch in throat ..	\$2.15
E. A. Bowles. Large open flowers, bright carrot-red ..	1.35
Gaiety. Pale lemon-yellow, flaring blossoms	1.35
Red Cinderella. Brilliant Chinese red, ruffled flowers ..	2.15
Sunny West. Fine canary-yellow	1.35
Vulcan. Deep red with orange throat	1.35

COLLECTION: 1 each of above 6 varieties, \$8.75, postpaid.

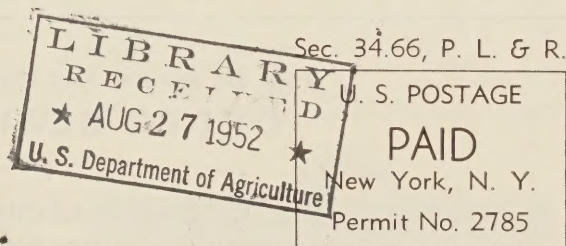
SPECIAL COLLECTION: 1 each of 12 listed varieties, a \$14.20 value, for \$12.00, postpaid.

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Iris, Marion Vaughn

1952



RALPH R. SHAW
U. S. DEPT. OF AGRICULTURE
WASHINGTON 25. D. C.

MAX SCHLING Seedsmen 618 Madison Ave.
New York 22, N. Y.



The above illustrates and serves to show the all-around excellence of our pot-grown Strawberries. It pays to buy the best. It pays to wait for the best.

**POT
GROWN
For Your
Complete
Satisfaction**

LONG BEARING COLLECTION

The following varieties will result in a continuous crop of Strawberries from early June to late August. **All recent introductions.**

Dorsett. Extra early. **Fairfax.** Midseason. **Starbright.** Late. **Gem or Mastodon** (your choice). Everbearing.

12 of each (48 plants)	\$ 6.50
25 of each (100 plants)	11.00
50 of each (200 plants)	19.50

Strawberry Planting Time

August to November

CONDITIONS GOVERNING THE SALE OF POT-GROWN STRAWBERRY PLANTS FOR FALL SEASON, 1952. (ORDER EARLY).

Shipments will be made from late August until November. All orders will be filled depending on weather and crop conditions. For this reason we reserve the right to refund all remittances after orders have been accepted.

All orders will be filled in strict rotation and **we cannot accept any orders that request delivery on specified dates.**

EARLY BEARING VARIETIES

Blakemore. Midseason. A recent introduction. Wonderful canner and freezer.
Dorsett. One of the best of the earlies. Rich bright red; delicious flavor.
Premier. Extra early, heavy producer; good New England variety.

EARLY TO MIDEASON—One Week Later Than Earlies

Catskill. Extra large bright red. Heavy producer.
Fairfax. Ripens after Dorsett. Excellent flavor and real quality.
Senator Dunlap. Middle Western favorite. Good canner and freezer.

MIDEASON TO LATE—2-3 Weeks Later Than Earlies

Ambrosia. Large bright red; excellent canner.
Chesapeake. Mild, non-acid, very sweet.
Big Joe. An old favorite. Grows with almost no care in good soil.

LATE—3-4 Weeks Later Than Earlies

Gandy. Fine canning and shipping berry. Heavy cropper.
Starbright. Beautiful large, glossy, firm berry of excellent quality. Heavy producer.
Red Star. Retains beautiful bright color; firm and delicious.

Price: 25 for \$3.75; 50 for \$7.00; \$11.00 per 100.

No Orders Accepted for Less Than 25 of a Variety.

EVERBEARING VARIETIES

Gem. Sparkling red, deliciously sweet and free from acid. Best for New England.
Mastodon. Extra rugged, old favorite producing delicious berries. Best for eastern section.

Price: 25 for \$4.50; 50 for \$8.25; \$13.25 for 100.

No Orders Accepted for Less than 25 of a Variety—Express Collect.

POT-GROWN FOR YOUR COMPLETE SATISFACTION

We have available all of the newest and best varieties of Strawberries. Please feel free to order any variety not listed here.

TEAR OFF AND MAIL THIS CONVENIENT

ORDER BLANK

Max Sekling Seedsmen, Inc.

618 MADISON AVENUE, NEW YORK 22, N. Y.

or Telephone: ELdorado 5-3220

SHIP TO: NAME

ADDRESS

QUANTITY	ARTICLE	PRICE

Check or Money Order enclosed ☐ Charge to my account ☐

Soil Conditioners

We offer for sale 2 outstanding new soil conditioners about which you have read so much. They are truly wonderful in improving the texture of heavy clay soils, making them easy to work.

KRILIUM

(Powder)

5-lb. Can (sufficient for 80 square feet), **\$6.95, postpaid.**

FLUFFIUM

(Liquid)

1 Qt. (sufficient for 375 square feet), **\$3.00, postpaid.**

½ Gal. (sufficient for 750 square feet), **\$5.50, postpaid.**

1 Gal. (sufficient for 1500 square feet), **\$9.95, postpaid.**

2 Gal. (sufficient for 3000 square feet), **\$19.00, postpaid.**

PRIZE PEONIES *for Your Garden*

Our Peony roots are strong flowering size, 2 to 3 flowering eyes per root and more. They are not to be confused with small divisions. Satisfaction guaranteed. Delivery dates late August through November.



Mons. Jules Elie

OLD FAVORITE COLLECTION

Six fine cut-flower varieties.

Baroness Schroeder. Blush-pink fading to pure white. Fragrant.

Felix Crousse. Brilliant red. Free blooming.

Festiva Maxima. Pure white, flecked red.

Jeannot. Light lavender-pink. Very sweet scented.

Karl Rosenfield. Deep crimson. Free blooming.

Mons. Jules Elie. Huge bright pink.

Each of above \$1.50, postpaid.

COLLECTION: 1 each of 6 varieties, \$7.50, postpaid.

Selected Show Varieties

RECENT FAVORITE COLLECTION

Alice Harding. The largest of all Peonies. Opens blush, fades to white.

E. C. Shaw. Lovely light old rose.

Ella Christiansen. Large deep pink.

Le Cygne. Finest pure white.

Mons. Martin Cahuzac. Darkest mahogany-red.

Each of above, \$2.50, postpaid.

COLLECTION: 1 each of 5 varieties, \$11.00, postpaid.

JAPANESE or CRESTED PEONIES

Rare and Show Varieties

A. B. Franklin. Huge blush-white. Very fragrant.

Minuet. Excellent, fully double light pink.

Princess Juliana. Deep shell-pink, profuse bloomer.

Red Goddess. Tall rich deep red.

Resplendent. Huge pure glistening white.

Each of above, \$4.00, postpaid.

COLLECTION: 1 each of 5 varieties, \$18.50, postpaid.

CHOICE CONNOISSEUR COLLECTION

Antwerpen. Fine pure pink with enormous gold crest. \$2.50 each.

Eva. Bright crimson, golden center. \$1.50 each.

Isani-Gidui. Pure white with golden center. \$3.00 each.

Pink Delight. Fine pure pale pink with golden crest. \$2.50 each.

Tomate-Boku. Very large china-pink with golden center. A premium variety. \$5.00 each.

COLLECTION: 1 each of the above 5 varieties, a \$14.50 value for \$12.00, postpaid.

COLCHICUM

(Fall blooming.)

The bold and graceful chalices of Colchicum spring up when the balance of the garden prepares for rest. They are the "late shift" workers of the garden; they put on a wonderful show year after year as the clumps establish. A long time investment in beauty.

	Each	Doz.
Autumnale. Late flowering; light violet	\$0.35	\$4.00
Autumnale Album. Pure white50	5.50
Autumnale Major. Soft violet40	4.50
Autumn Queen. The earliest variety to blossom. Rich deep purple with artistic blotch. Flowers very large60	6.50
The Giant. Midseason. Huge flowers, tall stems. Very early flowering. Deep lilac-mauve with white center60	6.50
Violet Queen. Midseason. Very dark purple. The darkest Colchicum. Large blossoms60	6.50



Colchicum Autumnale Major

Max Schling's IRIS

OUTSTANDING NEW VARIETIES

ADMIRATION. (K. Smith.) Beautiful deep yellow, bright and vigorous. \$4.00.

BLUE GLOW. Stately blue-purple with great depth of color. \$2.50.

BLUE VALLEY. (K. Smith.) The truest blue Iris ever. Huge flowers on tall stalks. \$5.00.

CONGERS. (Cassebeer.) Rich purple of uniform coloring. Outstanding by virtue of its great height and vigor. \$3.00.

FALL DAYS. (K. Smith.) A lovely symphony in rose and gold. \$7.50.

GOLDEN DAYS. (K. Smith.) A fine border Iris, large flowers of glistening golden yellow. \$7.50.

HELEN COLLINGWOOD. (K. Smith.) Soft lavender standards with bright violet-purple falls. Very unusual. \$17.50.

KEENE VALLEY. (K. Smith.) Very large, spectacular blue; a truly great variety. \$17.50.

LADY ILSE. (K. Smith.) Large ruffled flowers of soft powder-blue with an iridescent sheen. \$25.00.

MARION VAUGHN. (K. Smith.) Cool lemon-ice with green mid-rib. \$5.00.

STATEN ISLAND. (K. Smith.) The most outstanding variegata ever. Award of Merit, Royal Horticultural Society 1950. \$7.50.

TAPPAN. (Cassebeer.) Top-notch mid-blue; fine large flowers on tall stalks. \$4.50.

VIDEO. (Cassebeer.) Showy bright yellow with smooth coppery overlay on falls. \$3.00.

STANDARD IRIS VARIETIES

ADIOS. Lovely bicolor; standards creamy yellow, falls brownish purple. \$1.50 each; 6 for \$7.50.

ALPINE GLOW. Coppery pink blend. \$2.00 each; 6 for \$10.00.

BUCKSKIN. Golden tan. \$1.25 each; 6 for \$6.25.

CALIFORNIA PEACH. Beautiful blend of peach-pink and apricot with lavender tint. \$1.25 each; 6 for \$6.25.

CONGERS. Rich uniform purple, tall and vigorous. \$2.00 each; 6 for \$10.00.

DESERT SONG. Fine pale creamy yellow. \$4.00 each; 6 for \$20.00.

MULBERRY ROSE. Large deep rose. \$1.25 each; 6 for \$6.25.

OLA KALA. One of the best deep golden yellows. \$1.50 each; 6 for \$7.50.

RANGER. Deep crimson. \$2.00 each; 6 for \$10.00.

ROCKET. Clear deep orange. \$3.00 each; 6 for \$15.00.

SYLVIA MURRAY. New beautiful light blue. \$2.00 each; 6 for \$10.00.

TOBACCO ROAD. Golden tobacco-brown. \$2.00 each; 6 for \$10.00.

SELECTED SEEDLING IRIS (Cassebeer)

Good until September 15th.

These selected seedlings afford a complete range of colors. All are fine varieties and have not been introduced by name only because they are too similar to already existing varieties. We have sold like collections with great customer satisfaction for many years.

\$10.00 per 12; \$75.00 per 100



SIBERIAN IRIS

These butterfly-like Iris on tall, slim stems are excellent for the mixed border, especially as companion plants for Oriental Poppies.

CAESAR'S BROTHER. Tall deep rich purple. \$1.50 each; 6 for \$7.50.

TYCOON. The largest of all. Medium mulberry-purple. \$3.00 each; 6 for \$15.00.

Summer and Fall Blooming Bulbs

LYCORIS radiata (Spider Lily). Immediate delivery. Lovely rose-red, Nerine-like flowers on two-foot stems. September blooming. \$2.00 per doz.; \$15.00 per 100.

FALL BLOOMING CROCUS (Delivery late August-September)

Plant these around shrubs, trees, along walks, rock gardens, in the Rose beds. It is the most widely appreciated fall blooming flower.

	Doz.	100
Ochroleuca. A recent introduction. A yellow blooming Zonatus type. Stock limited	\$1.25	\$9.00
Sativus (Saffron Crocus). October blooming, rich purple-blue with orange-red anthers	.85	6.50

	Doz.	100
Speciosus. Rich bluish purple, orange anthers	\$.85	\$6.50
Speciosus albus. Pure white of unusual beauty; orange anthers	1.00	7.50
Zonatus. Rosy lilac, yellow anthers; large flowers	.85	6.50



Russell Hybrid Lupins

MYOSOTIS (Forget-Me-Not)

*Ruth Fisher. The finest of all Forget-Me-Nots. Pkt., 50c; 5 pkts., \$2.25.
*Palustris semperflorens. The true blue hardy perennial Forget-Me-Not. Pkt., 35c; 5 pkts., \$1.50.

PRIMULA

*Polyanthus Varieties Mixed. A fine English strain. 50c per pkt.; 5 pkts., \$2.25.

PYRETHRUM (Painted Daisies)

Single Mixed. All colors. Pkt., 35c; 5 pkts., \$1.50.
Double Mixed. Fine imported strain. Pkt., 50c; 5 pkts., \$2.25.

STRAWBERRY (Alpine)

Red Delight. Perfectly hardy and can be sown any time of the year. Ornamental and utilitarian. The plant is of low compact habit with attractive foliage that is covered with bloom and produces a fine crop of the finest tasting berries you ever ate. Excellent for edging, rock garden, or for planting as a berry crop. A splendid house plant. \$1.00 per pkt.; 5 pkts., \$4.25.

BELLIS PERENNIS (English Daisy)

Enormous Flowering Strain.
Separate Colors. White, crimson, rose, or mixed. Pkt., 50c; 5 pkts., \$2.00.

VIOLAS

Valuable for all summer bloom in rock garden and edging. Beautiful as a ground cover in Iris, Peony and Rose beds. Blooming period from early spring until late fall.

	Per Pkt.	5 Pkts.
*Apricot	\$0.50	\$2.25
*Arkwright Ruby. Ruby-red and rose shades	.50	2.25
*Blue Butterfly (Papilio). Lovely form; pale blue	.50	2.25
*Blue Perfection. Large flowering true blue	.35	1.50
*Johnny Jump Up. Tiny and miniature hardy Violas. Bloom with the Daffodils in the spring and again in the fall	.35	1.50
Imp. A black Johnny Jump Up	.35	1.50
*Primrose Dame. Pale sulphur-yellow	.50	2.25
*White Perfection. Pure white	.50	2.25
*Yellow Perfection. Rich golden yellow	.35	1.50
COLLECTION: 1 each of the 9 varieties, \$3.50.		
*Viola Cornuta Mixed	.25	1.00

LONG SPURRED AQUILEGIA (Columbine)

MAX SCHLING'S GIANT LONG-SPURRED HYBRIDS

A selection of the finest type of Columbine in existence.
Pkt. 50c; 5 pkts. \$2.25

LONG-SPURRED HYBRIDS IN SEPARATE COLORS

	Per Pkt.	5 Pkts.
Azure Fairy. Sky-blue, with white corolla	\$0.50	\$2.25
Copper Queen.	.50	2.25
Crimson Star. Brilliant red, buff corolla	.50	2.25
Lemon Queen. Lemon-yellow throughout	.50	2.25
Orange Queen	.50	2.25
Snow Queen. Pure white throughout	.50	2.25
Wild Rose. Rose-pink	.50	2.25

COLLECTION: 1 each of the above 7 varieties, \$3.00.

Longissima. A beautiful canary-yellow with spurs fully 4 inches long. Flowers resemble graceful birds in flight. Outstanding 1.00 4.25

Max Schling's Hardy Perennials
Sold During Summer for Blooms Next Year

SAVE MONEY AND ASSURE YOUR OWN SATISFACTION BY GROWING YOUR OWN PLANTS FROM SEED

NEW RUSSELL HYBRID LUPINS

Grow the Most Popular Varieties from Seed.

George Russell. Pink and cream	\$1.25	per pkt.
Joan of York. Cerise and white	1.25	per pkt.
Josephine. Blue and yellow	1.25	per pkt.
Lady Wilfred Thompson. Rose and cream	1.25	per pkt.
Madeline of York. Purple and yellow	1.25	per pkt.
Mrs. Noel Terry. Blush-pink	1.25	per pkt.
Nellie B. Allen. Light orange	1.25	per pkt.
COLLECTION: 1 pkt. each of the above 7 varieties, \$7.50.		

FAMOUS RUSSELL
HYBRID LUPINUS MIXED
Large pkt., 75c; 5 pkts., \$3.25.

REGULAR VARIETIES

Polyphyllus luteus. Yellow.	
Polyphyllus roseus. Pink.	
Polyphyllus salmones. Salmon-buff.	
Polyphyllus Blue. Deep blue.	
Polyphyllus White. White.	
50c per pkt.; 5 pkts., \$2.25.	

SWEET WILLIAM

An invaluable garden favorite for late May and June color.

	Per Pkt.	5 Pkts.
Giant Blood Red.	\$0.50	\$2.25
Giant Dark Crimson	.50	2.25
Giant Newport Pink	.50	2.25
Giant Scarlet Beauty	.50	2.25
Giant White	.50	2.25
Giant White with Crimson Eye	.50	2.25
COLLECTION: 1 each of the 6 colors, \$2.00.		
Schling's Giant Single Finest Mixed	.35	1.50
Schling's Giant Double Finest Mixed	.50	2.25
Indian Carpet. A new English strain of dwarf 6-inch brilliant Sweet William. Originator's packets only.	.75	3.25



CAMPANULAS (Canterbury Bells)

The stately and majestic beauty of Canterbury Bells is unequalled in the June garden.
*CAMPANULA MEDIUM (True Canterbury Bells). Blue, white, mauve, cornine-rose and mixed. Each, 25c per pkt.; 5 pkts., \$1.00.
C. calycanthema (Cup-and-Saucer Bells). Blue, white, rose-pink, mauve and mixed. Each, 35c per pkt.; 5 pkts., \$1.50.
*C. carpatia (Harebells). Blue and white. 35c per pkt.; 5 pkts., \$1.50.
C. persicifolia, China Blue and Double White. 50c per pkt.; 5 pkts., \$2.25.
C. pyramidalis (Chimney Bellflower). Blue and white. 35c per pkt.; 5 pkts., \$1.50.

DIGITALIS (Foxglove)

No hardy herbaceous flowering border is complete without the lovely Foxgloves.
Giant Rose, White, Purple or Mixed. 50c per pkt.; 5 pkts., \$2.25.
The Shirley. Splendid mixture, spotted flowers. 35c per pkt.; 5 pkts., \$1.50.

GAILLARDIA

A long blooming colorful, hardy perennial.
Dazzler. Yellow with red zone. 50c per pkt.; 5 pkts., \$2.25.
Max Schling's New Hybrids. Mixture of red, yellow and crimson varieties. Each 25c; 5 pkts., \$1.00.

MAX SCHLING'S BEST SELECTION DELPHINIUM

The Pacific Strain of Delphinium has proven itself to be far superior in size, color, hardness and resistance to disease to all others. All orders will be filled with freshly harvested seed only.
Percival. New introduction. Pure white with dark eye. Very striking. \$2.00 per pkt.
Bluebird. Genuine true blue with white eye. \$2.00 per pkt.
Camellard. Lovely lavender with white eye. \$1.50 per pkt.
Galahad. Pure white with light eye. \$1.50 per pkt.
Round Table. A magnificent strain of blue shades. \$2.00 per pkt.
COLLECTION: 1 pkt. each of the above 5 new introductions—a \$9.00 value, for \$7.50.

RECENT INTRODUCTIONS OF PACIFIC HYBRIDS

Blue Jay. Medium to dark blue, dark center. Lancelot. Light blue with white bee.
Black Knight. Dark violet with black center. Summer Skies. Heavenly blue with white center.
King Arthur. Rich royal purple, white center.
Guinevere. Clear pink-lavender, white center.
Price of each of the above, \$1.25 per pkt.
SPECIAL COLLECTION: 1 pkt. each of the above 11 varieties, \$12.00.
PACIFIC HYBRIDS MIXED. All standard colors, blended mixture. 75c per pkt.; ½ oz., \$2.50; oz., \$15.00.

DELPHINIUMS FOR CUTTING

Belladonna. Pale blue. Bellamosa. Dark blue. Gold Medal Hybrids Mixed.
Each, 25c per pkt.; ½ oz., \$1.25; ¼ oz., \$2.25.
Cardinale. Brilliant scarlet; 50c per pkt.; 5 pkts., \$2.25.
Nudicaule. Orange-scarlet novelty. 50c per pkt.; 5 pkts., \$2.25.



Pansies



Pacific Hybrid Delphinium

HOLLYHOCKS

Chater's Double. The finest garden Hollyhock in the following colors: Maroon, Scarlet, Yellow, Rose, White, Newport Pink, Salmon-Rose. Each, 25c per pkt.
Double Mixed. 35c per pkt.; 5 pkts., \$1.50.
Single Mixed. 25c per pkt.; 5 pkts., \$1.00.
Exquisite Fringed Mixed. 50c per pkt.; 5 pkts., \$2.25.

PERENNIAL WILD GARDEN MIXTURE

A fine mixture of hardy perennial seed composed of varieties particularly adapted to naturalizing and self-propagation. Pkt., 50c; ½ oz., \$1.00; 1 oz., \$1.75; ¼ lb., \$5.50.

MAX SCHLING'S
EXHIBITION PANSIES

Two New Colors in Swiss Giant Pansies

Apricot Queen. Lovely rich apricot; self color.
Ruby Red. A fine raspberry-red shade.
Delivery of each of these new varieties in September.
Price of each: \$1.00 per pkt.; 5 pkts., \$4.25.
Roggli's Prize Strain. Surpasses all other Pansies in color range and perfection of form. Pkt., \$2.00; 6 pkts., \$10.00.
Majestic Splendor. One of the most masterly achievements in Pansy hybridization. This large flowering strain combines an entirely new color range with very early blooming qualities, and their long stems make them equally as valuable for cut flowers or for bedding. \$1.00 per pkt.; 6 pkts., \$5.00; 12 pkts., \$9.00.
Max Schling's Canadian Super Giants. A marvelous strain of exhibition Pansies. Flowers are enormous. Price: \$2.00 per pkt.; 6 pkts., \$10.00.

SUPER SWISS GIANTS

Alpenglow Red and white shades.
Berna. Deep blue with interesting deeper blotches.
Lake of Thun. Rich cornflower-blue.
Mont Blanc. Pure white with pale blue eye.
Rhinegold. Golden yellow, beautifully blotched.
Rose Beauty. A lovely pastel rose (new). \$1.00 per pkt.; 5 pkts., \$4.25.
Yellow Master. Pure golden yellow.
Super Swiss Giants Mixed.
Price of each of above except Rose Beauty: 75c per pkt.; ½ oz., \$3.50.
COLLECTION: 1 pkt. each of 6 separate colors, \$4.00.
Trimardeau Giants Mixed. Pkt., 25c; ½ oz., \$1.35; ¼ oz., \$2.50; oz., \$8.00.